



NATIONAL ACCOUNTS STYLE GUIDE



JOB #: 1141775031
IN MARKET DATES: 2024 ONWARD

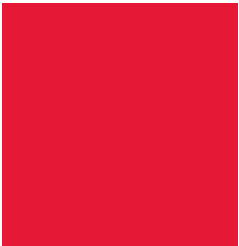
Ace logo should always be used in conjunction with partner logo



**Property Management/
Facilities Maintenance**

[DOWNLOAD ASSETS](#)

PRIMARY



CMYK

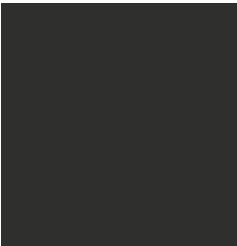
C 0
M 100
Y 81
K 4

RGB

R 212
G 0
B 41

HEX

#D40029



CMYK

C 70
M 65
Y 65
K 60

RGB

R 48
G 48
B 47

HEX

#31302f

This color palette should be used across all channels in typography, graphic elements and backgrounds.



Fonts have been selected for their simplicity, boldness and adherence to brand standards.
 Our standard price treatment remains the same throughout the quarter.

Headline

Roboto Black Sentence Case Optical Kerning - 0

Body

Roboto Regular Sentence case Optical Kerning - 0

DOWNLOAD ASSETS



Choose photography that shows retailer engaged with an account member. Focus on imagery that shows more conversations/assistance vs small transactions at checkout.

ADDITIONAL DIGITAL PHOTOGRAPHY RULES

When applicable, try to add images, instead of relying solely on icons, for a more dynamic feel. Images below are suggestions, and can be replaced with images from our AHHS photoshoot.



TOOLS



PLUMBING



LIGHTING/ELECTRICAL



CLEANING AND JAN SAN



PAINT



HARDWARE

DOWNLOAD ASSETS



KITCHEN



LIVING ROOM



CLEANING & JANITORIAL



PLUMBING



PPE



MISC



LOCAL



SPECIAL PROJECTS



SUPPLY CLOSET



TOOLS



PAINT



EQUIPMENT



CONVENIENT



PERSONAL



EXTERIOR NEEDS



HOME ESSENTIALS



HARDWARE



ELECTRICAL



HARDWARE V2



EASY

FEATURED BRANDS

Benjamin Moore, Craftsman, Dewalt, Ego, Milwaukee, Stihl and Yeti should be displayed largest. Must display remaining in alphabetical order.









DOWNLOAD ASSETS

Print Collateral Examples

PRODUCT AND SOLUTIONS FOR YOUR BUSINESS NEEDS

NATIONALLY STRONG AND LOCALLY CONVENIENT

- Locally owned and operated locations to support your business needs
- Easy in-store purchases, pick up and delivery*** options to get the supplies you need when you need them
- Access to over a million items saves you time searching for routine supplies and hard-to-find items

CUSTOMIZED SOLUTIONS FOR YOUR BUSINESS

- Customized inventory solutions to meet your needs
- Top national brands you trust to get the job done right
- Helpful services such as key cutting, lock rekeying, screen/window repair, paint tinting/color matching, propane exchange/refill, machine rental and more***

ORDER PRODUCT ANYTIME FROM ACEHARDWARE.COM USING YOUR BUSINESS ACCOUNT

- Ordering online allows you to place orders anytime from anywhere
- Multiple users can access one account with varying permission levels
- Leverage shopping lists to make re-ordering supplies easy

USE YOUR NATIONAL ACCOUNT DISCOUNT PROGRAM*

SHOP IN-STORE**

Your discount is ready to use in-store.


1. Show the cashier the barcode on your National Account card or in the Ace Hardware App when you check out.
2. Or, tell the cashier you have a National Account and provide your business phone number.
3. Anyone who shops for your business can also tell the cashier they have a National Account and provide your company name to receive your discounted pricing.

SHOP ONLINE

Follow the easy instructions below to shop online for the first time.

1. Go to: acehardware.com/b2b-home
2. Click on "Forgot Password" and enter your email address
3. Follow the instructional email you will receive to reset your password



Log in to place your orders and receive your discount! All savings will display in cart.



CONTACT US :  If you have questions about products or services, please contact your selected Ace store.



 For questions about your account, contact the Ace Business to Business team at B2B@acehardware.com.

*Exclusions apply. For a full list of exclusions, visit www.acehardware.com/customer-service and click on Exclusions under payments and pricing.
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***Delivery and services vary by store.

PRODUCT OFFERINGS

 
Cleaning and Janitorial Plumbing

 
Tools Paint

 
Hardware Electrical



We make it our business
to help your business



Service Master

PRODUCTS & SOLUTIONS FOR EVERY BUSINESS NEED

- **Safety and PPE**
 - Coveralls
 - Disposable gloves
 - Respirators and dust masks
 - Safety glasses
 - Shoe covers
- **Paint/Painting Supplies**
 - Buckets
 - Caulk and sealants
 - Exterior stains
 - Floor protection
 - Glue and adhesives
 - Ladders
 - Liquid paint
 - Paint brushes and rollers
 - Painter's tools
 - Painter's tape
 - Plastic sheeting
 - Primer
 - Sand paper
 - Specialty paints
 - Spray paint
 - Wall patch and repair
- **Cleaning and Janitorial Supplies**
 - All purpose cleaners
 - Brooms
 - Carpet cleaners
 - Contractor bags (55 and 42 gal)
 - Degreasers
 - Dish soap
 - Disinfecting cleaners
 - Dust pans
 - Floor cleaners and polish
 - Floor squeegees and replacement blades
 - Hydrogen peroxide
 - Microfiber cleaning cloths
 - Mops, buckets and replacement heads
 - Oven cleaners
 - Rubbing alcohol
 - Wood refinishers
- **Tools**
 - Drill bits
 - Hammers
 - Hand held panel saws
 - Plyers
- 
 - Power tools
 - Pry bars
 - Saw blades
 - Screwdrivers
 - Shovels
 - Socket sets
 - Stapler and fastening tools
 - Spray bottle
 - Tape measures
 - Tool storage
 - Utility knives
 - Wrenches
- **Consumables**
 - Air filters
 - Garbage bags
 - Wall cleaning pads
- **Equipment**
 - HEPA vacuums
 - Pressure washers
 - Sump pumps
 - Wet/dry vacuums
- **Hardware**
 - Carriage bolts
 - Door hardware
- **Miscellaneous**
 - Air movers
 - Converter boxes
 - Cotton towels
 - Dehumidifiers
 - Fire extinguisher
 - First aid kit
 - Heavy duty extension cords
 - Propane filling services (select locations)
- 
 - Door hinges
 - Door locks
 - Garage door hardware
 - Hooks
 - Keys
 - Screws
 - Specialty hardware
 - Windows and screens
 - Wing nuts



PRODUCTS AND SOLUTIONS FOR YOUR BUSINESS NEEDS

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**ACE**
The helpful place.



**hostgpo**

We make it our business to help your business



Host GPO

PRODUCTS & SOLUTIONS FOR EVERY BUSINESS NEED

- **Kitchen**
 - Blender
 - Can Opener
 - Dish Soap
 - Dishwasher Detergent
 - Disposable Coffee Cups
 - Fire Extinguisher
 - Garbage Bags
 - Garbage Can
 - Hand Soap
 - Ice Cube Trays
 - Keurig or Coffee Maker
 - Microwave
 - Napkins
 - Oven Mitt
 - Paper Towel Holder
 - Paper Towels
 - Pitcher
 - Pizza Stone
 - Reusable Grocery Bag
 - Sandwich Bags
 - Solo Cups
 - Sponges
 - Tea Kettle
 - Toaster
- **Living Room and Bedrooms**
 - Alarm Clocks
 - Clothing Steamer
 - Full Length Mirror
 - Lamp
 - Mattress Protector
 - Smart Thermostat
 - Universal Remotes
- **Home Essentials**
 - Carbon Monoxide Detector
 - Hangers
 - Iron
 - Ironing Board
 - Laundry Detergent
 - Light Dimmers
 - Lint Roller
 - Motion Sensor Lighting
 - Multi-Device Charger
 - Multi-Purpose Cleaning Wipes
 - Pots for Plants
 - Smart Locks
 - Smoke Detector
- **Bathroom**
 - Bathroom Trash Can
 - First Aid Kit
 - Hand Soap
- 
 - Plunger
 - Shower Curtain Liner
 - Shower Curtain Rings
 - Shower Curtain Rod
 - Tissues
 - Toilet Paper
- **Exterior Needs**
 - Grill
 - Grill Brush
 - Grill Cover
 - Grill Tongs/Spatulas
 - Hose
 - Lawn Fertilizer
 - Lawn Mower
 - Pool Chemical Supplies
 - Pressure Washer
 - Spa Chemical Supplies
 - Door Hinges
 - Door Locks
 - Garage Door Hardware
 - Hooks
 - Keys
 - Screws
 - Specialty Hardware
 - Watering Cans
 - Window and Screen Repair (select locations)
 - Wing Nuts
- **Special Projects**
 - Door Handle and Locks
 - Electrical Outlets
 - Faucets
 - Garbage Disposal
 - Paint
 - Toilets
 - Wall Patch and Repair
 - Water Heater
- **Supply Closet**
 - Batteries
 - Broom and Dustpan
 - Bucket
 - Dish Soap
 - Drain Cleaner
 - Duster
 - Furnace Filters
 - Hand Soap
 - Hardwood Floor Mop & Refills
 - Insect Spray
 - Light Bulbs
 - Magic Eraser
 - Paper Towels
 - Rodent Control
 - Small Tool Kit
 - Stain Remover
- 
 - Umbrella
 - Welcome Mat
- 
 - Step Ladder
 - Toilet Paper
 - Trash Bags
 - Vacuum and Steam Cleaner
 - Wasp and Homet Spray
 - WD-40

FEATURED BRANDS















PRODUCTS AND SOLUTIONS FOR YOUR BUSINESS NEEDS

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PRODUCT OFFERINGS



Cleaning and Janitorial Plumbing



Tools Paint



Hardware Electrical



Property Management/
Facilities Maintenance

We make it our business
to help your business



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Host GPO

PRODUCTS & SOLUTIONS FOR EVERY BUSINESS NEED



Entryway/Patio/Balcony

- Door stop
- Exterior light fixtures
- House/unit numbers
- Lockset
- Screen door
- Smart locks
- Threshold
- Weatherstrip



Living/Dining/Bedroom

- Blinds
- Ceiling fans
- Closet rod/track
- Closet/drawer knobs
- Door hinges
- Door stop
- Light fixtures
- Switch plates
- Wall plates



Kitchen

- Cabinet door hinges
- Drip bowls
- Faucet
- Garbage disposals
- GFCI outlets
- Ice cube trays



Bathroom

- Caulk
- Door hinge
- Door stop
- Exhaust fan
- Faucets
- GFCI outlets
- Heat lamp
- Light fixtures
- Lockset
- Medicine cabinet
- P-trap
- Showerhead
- Supply lines
- Switch plates
- Toilet repair
- Toilet seats
- Toilets
- Tub spouts
- Wall plates



General Maintenance

- Batteries
- Carpet cleaner
- Cleaning chemicals and supplies
- Light bulbs
- Paint
- Primer
- Smoke alarms/CO detectors
- Thermostat
- Wall repair products
- Water heater
- Window screen repair



Supply Closet

- Broom and dustpan
- Buckets
- Drain cleaner
- Duster
- Furnace filters
- Hardwood floor mop and refills
- Insect spray
- Light bulbs
- Magic Eraser
- Paper towels
- Rodent control
- Stain remover
- Step ladder



Exterior Maintenance

- Chain saws
- Grills and grilling supplies
- Hoses
- Lawn fertilizer
- Lawn mowers
- Leaf blowers
- Mulch
- Pressure washers
- Snow blowers
- Spa and pool chemicals
- Trimmers and edgers
- Watering can
- Weed control

FEATURED BRANDS



Service Master

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PRODUCT OFFERINGS


Cleaning and Janitorial


Plumbing


Tools


Paint


Hardware


Electrical

USE YOUR ACCOUNT
AT EVERY STORE



We make it our business
to help your business





Save on supplies for
your business at your local Ace.



Host GPO

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PRODUCT OFFERINGS


Cleaning and Janitorial


Plumbing


Tools


Paint


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USE YOUR ACCOUNT AT EVERY STORE



**We make it our business
to help your business**





**Save on supplies for
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Property Management

PRODUCTS AND SOLUTIONS FOR YOUR BUSINESS NEEDS

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The helpful place.

Property Management/
Facilities Maintenance

We make it our business
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Property Management/
Facilities Maintenance

Save on supplies for
your business at your local Ace.



Welcome Letter

Will be branded
with just Ace logo.
Any reference to
Account Holder will
be done through
dynamic text.



2915 Jorie Blvd.
Oak Brook, IL 60523

**We make it our
business to help
your business**

acehardware.com

Welcome to Ace Hardware!

Your business will receive the service, quality, and convenience you expect from Ace Hardware, as well as a %* discount every time you shop at a participating store.**

When you shop at your local Ace for your business, you can expect:

- **A familiar face** – our stores are locally owned and operated
- **Helpful service** – our knowledgeable employees are on standby to help
- **Convenience** – easy access to stores where you work and live
- **Quality** – we carry the Best Brands you can trust

This packet contains everything you need to start saving for your business today. Keep one card for yourself and distribute the others to your employees who shop for your business supplies. We've identified key products for your business to help make ordering easier.

If we haven't already spoken with you, we'd love to connect. Please stop by your local store or contact us at any time at **B2B@acehardware.com**.

We look forward to helping you with all of your business needs.

Karyn Speckels
National Accounts Manager
Ace Hardware Corporation

**Use your account at every
store visit and save!**

%*
DISCOUNT

Your closest participating
National Accounts store is

*Exclusions apply. For a full list of exclusions, visit www.acehardware.com/customer-service

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Front Card

Account Card

Will be branded with just Ace logo. Any reference to Account Holder will be done through dynamic text.



Back Card

Use your account **at every store visit**

CASHIER NOTES

Use Ace Rewards Look for National Accounts

1 Use Ace Rewards Lookup and enter customer's business phone number **OR** 2 Use National Account Lookup and enter Business Name printed above the barcode.


Questions? Ace Retailer Care Center 1-800-777-6797

Business account name



Digital Collateral Examples

HOW TO USE YOUR BUSINESS ACCOUNT




SHOP ONLINE


[LEARN MORE](#)

SHOP IN-STORE

[LEARN MORE](#)




SAVE ON TOP QUALITY ITEMS LIKE THESE EVERY DAY



SAVE \$XX.XX

Product title will go here
and will go here


[SHOP NOW](#)



SAVE \$XX.XX

Product title will go here
and will go here

[SHOP NOW](#)



SAVE \$XX.XX

Product title will go here
and will go here

[SHOP NOW](#)



Org Name:
Member Name

SHOP OUR
BEST BRANDS





PERSONAL
Locally owned with
personal contact



LOCAL
Nationwide retail
locations



CONVENIENT
Local pickup
and delivery



EASY
Online ordering
for 1000s of items

WE'RE YOUR LOCAL SOURCE FOR
EVERYTHING YOUR BUSINESS NEEDS.



Cleaning and Janitorial



Plumbing



Tools



Paint



Hardware



Lighting/Electrical

SAVE ON TOP QUALITY ITEMS LIKE THESE EVERY DAY


SAVE \$XX.XX
Product title will go here
and will go here
SHOP NOW

SAVE \$XX.XX
Product title will go here
and will go here
SHOP NOW

SAVE \$XX.XX
Product title will go here
and will go here
SHOP NOW

Your Everyday Discount

SAVE 10%




on regular-priced merchandise every day*

SHOP NOW


This is space for disclaimer. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

USE YOUR ACCOUNT AT EVERY STORE VISIT

NATIONAL ACCOUNT



The helpful place.



Account Name: XXXXXXXXXXXX

Value Props Email

Unsubscribe

Privacy Policy

Terms of Use



Org Name:
Member Name

{Customer Name}
YOUR DISCOUNT IS
READY TO USE

SHOP NOW

PERSONAL
Locally owned with
personal contact

LOCAL
Nationwide retail
locations

CONVENIENT
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USE YOUR ACCOUNT AT EVERY STORE VISIT

NATIONAL ACCOUNT

Account Name: XXXXXXXXXXXX

WE'RE YOUR LOCAL SOURCE FOR
EVERYTHING YOUR BUSINESS NEEDS.

Cleaning and Janitorial

Plumbing

Tools

Paint

Hardware

Lighting/Electrical

SAVE ON TOP QUALITY ITEMS LIKE THESE EVERY DAY

SAVE \$XX.XX
Product title will go here
and will go here

SHOP NOW

SAVE \$XX.XX
Product title will go here
and will go here

SHOP NOW

SAVE \$XX.XX
Product title will go here
and will go here

SHOP NOW

HOW TO USE YOUR BUSINESS ACCOUNT


SHOP ONLINE

LEARN MORE

SHOP IN-STORE

LEARN MORE

Abandoned Account Email




Org Name:
Member Name

{Customer Name} let's get the savings started


IT'S EASY TO GET YOUR DISCOUNT WHEN YOU SHOP ACE.

10% OFF REGULAR-PRICED MERCHANDISE EVERY DAY*


GET DETAILS




PERSONAL
Locally owned with personal contact



LOCAL
Nationwide retail locations




CONVENIENT
Local pickup and delivery



EASY
Online ordering for 1000s of items

HOW TO USE YOUR BUSINESS ACCOUNT



SHOP ONLINE

LEARN MORE

SHOP IN-STORE

LEARN MORE

Dormant Email

SAVE ON TOP QUALITY ITEMS LIKE THESE EVERY DAY

SAVE \$XX.XX

Product title will go here and will go here

SHOP NOW

SAVE \$XX.XX

Product title will go here and will go here

SHOP NOW


SAVE \$XX.XX

Product title will go here and will go here


SHOP NOW

USE YOUR ACCOUNT AT EVERY STORE VISIT

NATIONAL ACCOUNT



The helpful place.



Account Name: XXXXXXXXXXXX


Unsubscribe

Privacy Policy

Terms of Use

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Org Name:
Member Name

{Customer Name} don't forget your discount


WE'VE MISSED YOU. DON'T MISS OUT ON YOUR DISCOUNT WHEN YOU SHOP ACE.

10% OFF REGULAR-PRICED MERCHANDISE EVERY DAY*


GET DETAILS




PERSONAL
Locally owned with personal contact



LOCAL
Nationwide retail locations

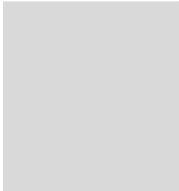


CONVENIENT
Local pickup and delivery



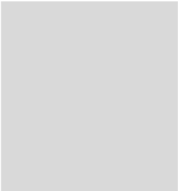
EASY
Online ordering for 1000s of items

SAVE ON TOP QUALITY ITEMS LIKE THESE EVERY DAY



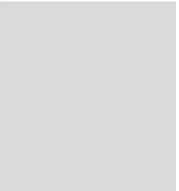
SAVE \$XX.XX
Product title will go here and will go here

SHOP NOW



SAVE \$XX.XX
Product title will go here and will go here

SHOP NOW




SAVE \$XX.XX
Product title will go here and will go here

SHOP NOW


Lapsing Email

HOW TO USE YOUR BUSINESS ACCOUNT



SHOP ONLINE

LEARN MORE





SHOP IN-STORE

LEARN MORE

USE YOUR ACCOUNT AT EVERY STORE VISIT

NATIONAL ACCOUNT



Account Name: XXXXXXXXXXXX


Unsubscribe

Privacy Policy


Terms of Use

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Org Name:
Member Name



Today's job: **SAVE!**

Put your Ace Discount to work. Save on supplies, consumables, tools and more.

SHOP SPECIFIC BRAND NAME

SAVE \$XX.XX

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